

Wellington City & Social Media

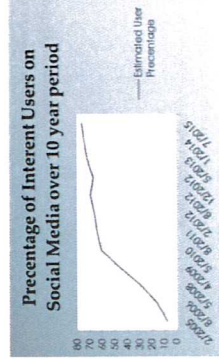


What Is Social Media?



- Social Media is an electronic tool that allows people to create, share or exchange, information, ideas, and pictures/videos in virtual communities and networks

Who Uses Social Media



Social Media per Age Group				
Increase over 5 year				
	18-29	30-49	50-64	65+
5/2010	86	61	47	26
8/2011	87	68	49	29
2/2012	86	72	50	34
8/2012	92	73	57	38
12/2012	83	77	52	32
5/2013	89	78	60	43
1/2014	89	89	63	49
7/2015	92	81	67	58

Why Discuss Social Media?

- UMCA Fall Conference 2015 & ULCT Fall Conference 2014
- Communication over past 5 to 10 years has dramatically changed.
- Who will create our Online Presence for us?
- "That's where the people are"

Who Benefits from Social Media and How?

- Residents
- Business Owners
- City Staff and Administration
- Other Interested Parties

Engaging Residents Online To Build A Stronger Community Offline



Its Time to Update How We Inform

- Social Media provides instantaneous updates.
 - Content Events/Meetings
- Recreation Department
- Waterline Brecks and Irrigation Turn On/Shutdown dates

Wellington Residents Online – Survey Response

How Often Do you and/or a family member read Wellington City's monthly newsletter?			
Every Month	19	76%	
Every Other Month	2	8%	
Every Few Months	2	8%	
Never	2	8%	
Do you consider the monthly newsletter to be sufficient in providing up to date news about the City and Community?			
Yes	16	64%	
Sometimes	7	28%	
No	0	0%	
Skipped/Other	2	8%	

Survey Responses Continued

Have you and/or a family member accessed Wellington City's Webpage

Yes	9	36%
No	16	64%

What means of communication do you use to obtain information on community events in and outside of Wellington City (Please Check all that apply)

Word of Mouth	21	84%
Monthly Newsletters	18	72%
News Articles or Stories by Local and State Media	14	56%
Social Media	12	48%
Other	4	16%

Survey Responses Continued

Do you and/or your family member use any Social Media Sites

Yes	13	52%
No	11	44%
Skipped	1	4%

What are the common social media sites you and/or your family frequently visit? (Please check all that apply)

Facebook	17	68%
Twitter	2	8%
Instagram	4	16%
YouTube	5	20%
Pinterest	9	36%
Other	1	4%
Skipped	9	36%

Survey Responses Continued

How many times a week do you and/or a family member access a social media site?

Never - I/we do not use Social Media	5	20%
1 to 5 times a week	6	24%
6 to 10 times a week	3	12%
11 to 15 times a week	1	4%
More than 16 times a week	8	32%
Skipped	2	8%

How Likely are you and/or a family member to follow Wellington City if it used a social media site, in addition to the monthly newsletter, to learn about upcoming community events?

Very Likely	15	60%
Somewhat Likely	2	8%
Very unlikely	6	24%
Skipped	2	8%

Survey Responses Continued

Do you feel that Wellington City currently provides adequate updates to events happening within the Community?

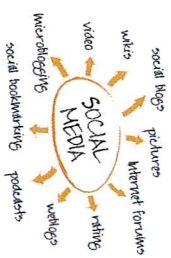
Yes	14	56%
No	0	0%
Sometimes	9	36%
Skipped	2	8%

Please briefly describe how the City Could Improve Communications

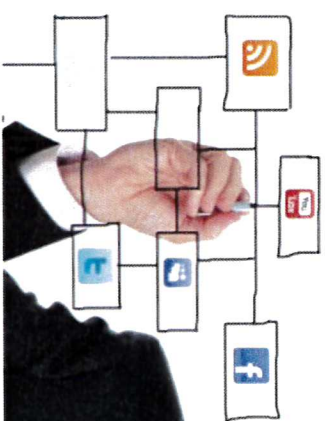
Quick Updates of what is happening in town
 Renters do not always receive newsletters
 Banners and Flyers at Public places
 More advanced notice on upcoming events
 Email, Text
 Openly communicate water turn on/off dates, tell us what's up with issues like water tank. Specifics about things.
 More on Social Media

Next Step?

- Implement a Policy
- Pass Policy Out to Different Departments
- Create Department Specific Policies where necessary
- Create our Social Media presence!



Final Step: Scheduling What We Post



WELLINGTON CITY POLICY AND PROCEDURES REGARDING ESTABLISHMENT AND USE OF SOCIAL MEDIA SITES BY THE CITY AND ITS EMPLOYEES

OBJECTIVE:

This policy establishes guidelines for the establishment and use by Wellington City of social media sites (including but not limited to Facebook and YouTube) as a means of conveying Wellington City ("City" information to its citizens.

The intended purpose behind establishing Wellington City social media sites is to disseminate information from the City, about the City, to members of the public.

The city has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on City social media sites.

DEFINITIONS:

For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include, Facebook, blogs, RSS, YouTube, Twitter, LinkedIn, Pinterest, and Instagram.

"City social media sites" means social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners. City social media sites shall supplement, and not replace, the City's required notices and standard methods of communication.

"Posts" or "postings" mean information, articles, pictures, videos or any other form of communication posted on a City social media site.

GENERAL POLICY:

1. The establishment and use by any City department of City social media sites are subject to approval by the Mayor/City Council. All Wellington City social media sites shall be administered by Wellington City staff at the designation of the Mayor/City
2. The City's website, www.wellingtonutah.us, will remain the City's primary and predominant internet presence.
3. All Wellington City social media sites shall adhere to applicable state, federal and local laws, regulations and policies including all Information Technology and Records Management City policies and other applicable City policies.
4. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
5. All social media sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
6. Content submitted for posting that is deemed not suitable for posting by Wellington City Mayor or his/her designee because it is topically related to the particular social media site objective

being commented upon, or is deemed prohibited content based on the criteria in Policy – Item #4 under the Comment Policy of this policy, shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed not suitable for posting.

7. The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy.
8. Each Wellington City social media site shall include an introductory statement which clearly specifies the purposes and topical scope of the social media site. Where possible, social networking sites should link back to the official Wellington City Internet site for forms, documents, and other information.
9. Wherever possible, content posted to the City's social media sites will also be made available on the City's website.
10. The City's social media sites shall comply with the City's conflict of interest code and applicable ethics rules and policies.
11. All City employees shall be trained regarding the terms of this Wellington City policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.
12. All social networking sites shall clearly indicate they are maintained by Wellington City and shall have Wellington City contact information prominently displayed.
13. Where appropriate, City IT security policies shall apply to all social media sites and articles.
14. Employees/Elected Officials representing the city government via City social media sites must conduct themselves at all times as a representative of the City in accordance with all City policies.
15. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

COMMENT POLICY

1. As a public entity the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing Wellington City social media sites is to disseminate information from the City, about the City, to its citizens/stakeholders.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Wellington City social media sites and are subject to removal and/or restriction by the City Recorder or his/her designees:
4. Comments not related to the original topic, including random or unintelligible comments.
 - a. Profane, obscene, or pornographic content and/or language.

- b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin.
 - c. Defamatory or personal attacks
 - d. Threats to any person or organization
 - e. Comments in support of, or in opposition to, any political campaigns or ballot measures.
 - f. Solicitation of commerce, including but not limited to advertising of any business or product for sale.
 - g. Conduct in violation of any federal, state or local law.
 - h. Encouragement of illegal activity
 - i. Information that may tend to compromise the safety or security of the public or public systems.
 - j. Content that violates a legal ownership interest, such as a copyright, of any party.
5. A comment posted by a member of the public on any Wellington City social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, Wellington City, nor do such comments necessarily reflect the opinions or policies of Wellington City.
6. Wellington City reserves the right to deny access to Wellington City social media sites for any individual, who violates Wellington City's Social Media Policy, at any time and without prior notice.
7. Employees/departments shall monitor their social media sites for comments requesting responses from the City and for comments in violation of this policy.
8. When a Wellington City employee responds to a comment, in his/her capacity as a City employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other City employees.
9. All comments posted to any Wellington City Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and Wellington City reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

